

REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. Additionally, Applicant thanks the Examiner for the Interview of 5/19/05. This application has been carefully reviewed in light of the Official Action mailed January 6, 2005. Applicant has added Claim 25, and submits that no new matter has been added by this amendment. Claims 1-25 remain pending in this application. Applicant respectfully requests reconsideration and favorable action in this case.

Rejections under 35 U.S.C. § 103

Claims 1-24 stand rejected as obvious over U.S. Publication No. 2002/0152237 ("Cohen") in view of U.S. Patent No. 5,991,735 ("Gerace"). Applicant respectfully traverses this rejection.

Independent Claims 1, 8, 13 and 20

Claim 1 recites a method for "tracking movement between network addresses comprising: receiving a first frame identifier and a first network address at a first time; finding a record including the first frame identifier, a second network address, and a second time, wherein the second time precedes the first time; and generating an entry for a table that includes the first frame identifier, the first network address, the second network address, and a third time." Claims 8, 13 and 20 recite similar limitations.

Thus, embodiments of the invention can be used to track a user's movements between network addresses with more specificity by allowing the determination of the origination of a request for a network address to be refined to the level of granularity of a frame, as opposed to just a page. A first network address may be requested from a first frame at a first time. This first frame may have a frame identifier associated with it. A table may be searched to locate records associated with the frame identifier of the first frame. Specifically, a record may be found which includes the first frame identifier and a second associated network address at a second time, with the second time preceding the first time. This may indicate that the user has requested the first network address from the first frame which is associated with the second network address. A new entry in the table can then be created which may include the first frame identifier, the network address for that frame identifier (second network address), the requested network address (first network address) and temporal information. In this manner, a

table is created that includes current and prior network addresses to more accurately track the movement of the user from one network address to another network address utilizing a frame displayed at the first network address. The data collected in this table may allow a node diagram to be created which represents a more accurate determination of the movement of a user between network addresses from specific frames.

Embodiments of the methods and systems of the present invention may therefore have a wide variety of applications, especially in the context of e-business. For example, suppose there are two frames displayed on a particular page, one containing an ad from a company which is linked to a piece of content of the company. Additionally, suppose the provider of the page, different from the company, has similarly included a link to the same content in the other frame. If a user accesses the content from the first frame the company may owe the provider money, however if a user accesses the same content from the second frame the ad company does not owe the provider any money. Embodiments of the invention may be used to determine from which frame the user accessed the content, and thus how much money the advertising company owes the provider.

Continuing with a similar example, suppose now that a company wishes to test market a set of ads. Each of these ads may be linked to the same content, however each of these ads may have a different look and feel. Each of these ads may be placed in a separate frame on a single web page displayed to a user. If the user accesses the content from one of these ads, the frame from which the user accessed the content may be determined using embodiments of the present invention. Thus, the ad which the user selected can also be determined and the relative efficacy of each of the different ads determined.

If fact, using embodiments of the present invention the frame on which a user clicked may be determined regardless of the content to which that frame leads. For example, suppose a web page provider displays an ad provided by a company in a frame on the web page. Thus, if a user clicks on the ad the user may access certain content and the company may owe the web page provider a fee. On one day the ad provided by the company may lead to one piece of content while on a second day the ad provided by the company may lead to another piece of content. The web page provider, however, does not have to concern itself with what content the ad leads to. Using embodiments of the present invention the web page provider may only wish to determine that a user accessed some content using the frame in which the ad is displayed. In this manner, the fee owed to the web page provider can be calculated.

The Examiner states that Cohen fails to teach receiving a first frame identifier and a first network address at a first time, however, "Gerace discloses receiving a first frame identifier and a first network address at a first time by teaching the program 31." Applicant respectfully disagrees with this assessment.

After reviewing the sections of Gerace, Applicant cannot find where Gerace refers to a frame identifier. Instead, the program 31 of Gerace generates an initial screen view (commonly known as a "Home Page") and records a user's selection and viewing activity with respect to agate information on the page, such as stock market data, weather, sports, etc. By recording, user responses, a psychographic profile of a user can be created and used in the future to generate appropriate screen views to the user based on the created psychographic profile. (See Col. 3 Lines 35-40)

To obtain user responses and selections, program 31 of Gerace includes a User Session Object that records the referring link from which the user accessed program 31 (e.g. a so called "bookmark" or hyperlink which effectively stores and forwards the Web site address of program 31). (See Col. 7, Lines 5-12). Thus, the program of Gerace records the web address from which a user accessed certain content. For example, when a user selects an ad or frame from a web page, program 31 would list a user as the requester and the web address of the page containing the frame as the page from which he made the request (See Col. 14, Lines 55-60). As the program of Gerace records a user's actions with respect to the web address of a page, and not individual frames within a page, Gerace does not disclose receiving a first frame identifier and a first network address at a first time as asserted by the Examiner.

As the Cohen and Gerace references do not disclose all of the claim limitations withdrawal of the rejection of Claim 1 is respectfully requested. Additionally, as Claims 8, 13 and 20 contain limitations similar to Claim 1, Applicant respectfully requests the withdrawal of the rejection of these claims as well.

Dependent Claims 2-7, 9-12, 14-19 and 21-24

As Claims 2-7, 9-12, 14-19 and 21-24 are further limitations on patentable Claims 1, 8, 13 or 20, Applicant respectfully submits that Claims 2-7, 9-12, 14-19 and 21-24 are patentable as well. Consequently, Applicant respectfully requests the withdrawal of the rejection of these claims as well.

Newly Added Claim 25

Applicant has added Claim 25. Applicant respectfully submits that no new matter has been added by this amendment. Additionally, Applicant respectfully submits that newly added Claim 25 is allowable for at least the reasons presented herein.

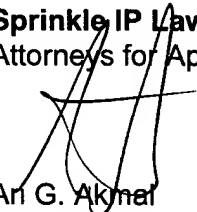
CONCLUSION

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of Claims 1-25. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge all fees due to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

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